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Public Reporting Burden. Public reporting burden for this collection of information is estimated to average .49 hours per response, including the time for reviewing instructions, searching existing data sources, gathering and maintaining the data needed, and completing and reviewing the collection of information. Send comments regarding this burden estimate or any other aspect of this collection of information, including suggestions for reducing this burden to Chief, Registration Unit, Criminal Division, U.S. Department of Justice, Washington, D.C. 20530; and to the Office of Information and Regulatory Affairs, Office of Management and Budget, Washington, D.C. 20503.

*Furnish this exhibit for EACH foreign principal listed in an initial statement  
and for EACH additional foreign principal acquired subsequently.*

1. Name and address of registrant Robinson, Lake, Lerer & Montgomery/Sawyer Miller Group 1501 M Street, N.W., #600, Washington, D.C. 20005		2. Registration No. 3911								
3. Name of foreign principal France Telecom and Deutsche Telekom	4. Principal address of foreign principal France Telecom 1270 Avenue of the Americas New York, N.Y. 10020 AND Deutsche Telekom 666 Fifth Avenue, 34th Floor New York, N.Y. 10103									
5. Indicate whether your foreign principal is one of the following type: <input type="checkbox"/> Foreign government <input type="checkbox"/> Foreign political party <input checked="" type="checkbox"/> Foreign or <input type="checkbox"/> domestic organization: If either, check one of the following: <table border="0"><tr><td><input type="checkbox"/> Partnership</td><td><input type="checkbox"/> Committee</td></tr><tr><td><input checked="" type="checkbox"/> Corporation</td><td><input type="checkbox"/> Voluntary group</td></tr><tr><td><input type="checkbox"/> Association</td><td><input type="checkbox"/> Other (specify) _____</td></tr><tr><td colspan="2"><input type="checkbox"/> Individual--State his nationality _____</td></tr></table>			<input type="checkbox"/> Partnership	<input type="checkbox"/> Committee	<input checked="" type="checkbox"/> Corporation	<input type="checkbox"/> Voluntary group	<input type="checkbox"/> Association	<input type="checkbox"/> Other (specify) _____	<input type="checkbox"/> Individual--State his nationality _____	
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6. If the foreign principal is a foreign government, state: N/A

- a) Branch or agency represented by the registrant.  
b) Name and title of official with whom registrant deals.

7. If the foreign principal is a foreign political party, state: N/A

- a) Principal address  
b) Name and title of official with whom registrant deals.  
c) Principal aim

8. If the foreign principal is not a foreign government or a foreign political party,

a) State the nature of the business or activity of this foreign principal

Telecommunications

b) Is this foreign principal

Owned by a foreign government, foreign political party, or other foreign principal ..... Yes ☒ No ☐

Directed by a foreign government, foreign political party, or other foreign principal ..... Yes ☐ No ☒

Controlled by a foreign government, foreign political party, or other foreign principal ..... Yes ☒ No ☐

Financed by a foreign government, foreign political party, or other foreign principal ..... Yes ☐ No ☒

Subsidized in whole by a foreign government, foreign political party, or other foreign principal ..... Yes ☒ No ☐

Subsidized in part by a foreign government, foreign political party, or other foreign principal ..... Yes ☐ No ☒

9. Explain fully all items answered "Yes" in Item 8(b). (If additional space is needed, a full insert page may be used.)

France Telecom is a french public corporation and Deutsche Telekom is a german public corporation. Both companies are engaged in future privatization.

10. If the foreign principal is an organization and is not owned or controlled by a foreign government, foreign political party or other foreign principal, state who owns and controls it.

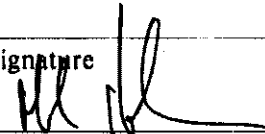
N/A

Date of Exhibit A

7/14/94

Name and Title  
Mark Helmke  
President

Signature



INSTRUCTIONS: A registrant must furnish as an Exhibit B copies of each written agreement and the terms and conditions of each oral agreement with his foreign principal, including all modifications of such agreements; or, where no contract exists, a full statement of all the circumstances by reason of which the registrant is acting as an agent of a foreign principal. This form shall be filed in triplicate for each foreign principal named in the registration statement and must be signed by or on behalf of the registrant.

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Name of Registrant	Name of Foreign Principal
Robinson, Lake, Lerer & Montgomery/ The Sawyer Miller Group	France Telecom and Deutsche Telekom

Check Appropriate Boxes:

1. ☐ The agreement between the registrant and the above-named foreign principal is a formal written contract. If this box is checked, attach three copies of the contract to this exhibit.
2. ☒ There is no formal written contract between the registrant and foreign principal. The agreement with the above-named foreign principal has resulted from an exchange of correspondence. If this box is checked, attach three copies of all pertinent correspondence, including a copy of any initial proposal which has been adopted by reference in such correspondence.
3. ☐ The agreement or understanding between the registrant and the foreign principal is the result of neither a formal written contract nor an exchange of correspondence between the parties. If this box is checked, give a complete description below of the terms and conditions of the oral agreement or understanding, its duration, the fees and the expenses, if any, to be received.

4. Describe fully the nature and method of performance of the above indicated agreement or understanding.

Monitor the news media.

Consulting on public/media relations in regard to the merger of the two companies named and consulting on public/media relations in regard to the future privatization of the two companies named.

Explain to the news media and government officials, through written and oral communications, the nature of the two companies' interests.

5. Describe fully the activities the registrant engages in or proposes to engage in on behalf of the above foreign principal.

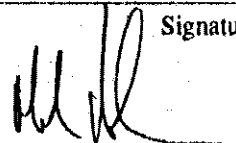
Same as No. 4.

6. Will the activities on behalf of the above foreign principal include political activities as defined in Section 1(o) of the Act?<sup>1</sup>

Yes ☒ No ☐

If yes, describe all such political activities indicating, among other things, the relations, interests or policies to be influenced together with the means to be employed to achieve this purpose.

Various federal agencies could possibly take action on matters related to France Telecom and Deutsche Telekom's interests. Consequently, our activities would explain their attitude toward any such activities and further explain the possible impact any such government decisions might have on the corporation.

Date of Exhibit B	Name and Title	Signature
7/14/94	Mark Helmke President	

<sup>1</sup>Political activity as defined in Section 1(o) of the Act means the dissemination of political propaganda and any other activity which the person engaging therein believes will, or which he intends to, prevail upon, indoctrinate, convert, induce, persuade, or in any other way influence any agency or official of the Government of the United States or any section of the public within the United States with reference to formulating, adopting, or changing the domestic or foreign policies of the United States or with reference to the political or public interests, policies, or relations of a government of a foreign country or a foreign political party.

**Robinson Lake Sawyer Miller**

Strategic Communications  
1501 M Street, Suite 600  
Washington, D.C. 20005  
202-739-0200

June 22, 1994

Ms. Marie-Monique Steckel  
President  
France Telecom Inc.  
1270 Avenue of the Americas  
New York, NY 10020

Mr. Donald J. Hassenbein  
Vice President  
Deutsche Telekom, Inc.  
666 Fifth Avenue, 34th Floor  
New York, NY 10103

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Dear Ms. Steckel and Mr. Hassenbein:

At the suggestion of Lee Knauer, I am sending you a further elaboration of both how we would approach such an engagement should you select us as your communications consultants for the Sprint investment, and second, how we would structure our billing in such a way as to accommodate your concern for a cost-effective effort.

As regards our approach, we believe from our experience with similar trade/regulatory fights that the fundamental tasks are, simply put, to neutralize Congressional critics and achieve supportive media coverage. Our goal is to shape the political environment in which the FCC ruling is arrived at, and limit the other formal forums, e.g. Congressional committees, which seek "jurisdiction" over the issue.

The actions required to achieve this successful sequence of events can obviously vary in scale. In some campaigns we have undertaken grassroots activities in key Congressional districts; organized major employee, and other affected constituencies, mailings; created a speakers' bureau with extensive supporting local media activity; run targeted advertising in Washington and local Congressional districts; and so forth.

In this instance, our initial instinct is that our activities should be more limited and focus on managing the debate within Washington -- and within the financial community in New York, which is an important influence in Washington on an issue of this kind.

We believe that in working with you, your legal counsel and your colleagues at Sprint, we should assist in establishing immediately an overall message and strategy: divide the task of delivering that message with Sprint in a way that plays to each side's strengths -- Sprint as an American company and provider of American jobs and technical excellence; France Telecom and Deutsche Telekom as providers of capital and international strength to Sprint. In this division of labor, we think you may well limit yourselves to media work and public affairs activities in Washington and New York, and leave any grassroots effort to Sprint which can more credibly speak to American jobs and opportunity in the transaction, and already has an employee network and political relationships to activate. That said, in the BA/USAir fight it was clear BA, as the investor, had to offer strong overall strategic leadership to the effort.

Let me now say a word about message -- particularly your share of it -- and then something about the campaign you might mount in the two cities.

First, although it is a vital defensive point to make that the German and French telecommunications markets are being liberalized and American competitors will gain reciprocal access, we believe there are deep-seated suspicions of EC, and particularly French and German trade policy in Washington. Hence, there is support for the emerging Clinton trade policy position of holding transactions such as this hostage to granting reciprocal trade access. In other words, Mr. Kantor and others believe they should use the leverage while they have it to gain access and not rely on promises of future liberalization. The fact that the policy has not had the intended results in Japan (or with the BA/USAir deal) is seen by many as not being reason to modify it but rather to apply it more rigorously. Hence, we consider resting your case on the promise of *future* reciprocity as being treacherous ground.

Rather, we believe that you should argue that Sprint has a world-class technology but insufficiently deep pockets to compete as effectively as it might against AT&T and MCI domestically -- or the other telecom giants internationally. We believe American consumers (and hence their political leaders) will respond well to the argument that a better financed Sprint is good for American jobs, good for the American consumer and good for American competitiveness abroad.

We believe an agreed version of this message -- not the future liberalizing of French and German telecom markets -- should probably lead your communications. Within this context, European -- as against say Japanese -- foreign investment need not be a political issue. European investment still far exceeds Japanese investment in the United States and *only* becomes controversial when tied to a trade issue.

It will become such if the opponents of the deal strike first and are able to characterize it as an *unfair* trade deal. We have been on that side of the argument for other clients, and know very well both the emotive and technical traps that are likely to be set for you.

On the emotive side, expect arguments of Franco-German trade protectionism and a whole cast of Washington gunslingers to scramble aboard such a message. These will include GATT opponents such as Jack Valenti of the MPA who is still smarting over defeat at French hands on the motion picture issue in the Uruguay round. The emotive plea is then easily allied to technical obstacles thrown up by likely Congressional opponents such as Senator Hollings.

In this high-risk environment, we suspect we need to get out our strong offensive message about jobs, technology and consumers. At the same time, we need to be able to block and tackle on the protectionist, trade access issue. This will require the writing and production of well-presented briefing materials for use with Congress and others. In discussions with you and the other advisors, we understand this initial advice may require change, in the light of information we are not presently privy to.

Whatever the final message selection, we will need quickly to begin intensive media calls to develop our case. We will need to build a steady flow of information to targeted journalists. Lance Morgan is, as you will see from the attached bio, a seasoned media relations specialist; a veteran of both Senator Moynihan's staff and many of the highest profile policy fights in this town.

In addition, we will want an aggressive speaking and symposium campaign intended to capture policy support in this town. Tommy Bruce, as team leader, and Tom Pines, as the vice president on the account, are both savvy Congressional experts who understand how to construct a campaign that touches the right bases without unnecessarily raising the profile, and therefore the potential risks, of our campaign. Under Mr. Bruce's direction, we would also, if you concurred, organize through our New York office a communications effort with analysts and others who shape "financial opinion" on a transaction of this kind. As Wall Street in turn impacts Washington attitudes, we believe this is important.

Let me finally turn to budget and organization: I will, as partner, supervise the account. Necessarily, my hours will be limited and will be devoted principally to ensure the strategic effectiveness of our effort. Because I know you are concerned by my rates, I will bill at our old rate of \$350 an hour. In terms of real cost, however, you need to look

at the comparative cost of our senior staff who at other firms are called partners, but who we call president or executive vice president, and here I think you will find our rates competitive.

The team will be led by Tommy Bruce with Lance Morgan as the media expert and Tom Pines as the vice president on the account. Where there are other straightforward organizing tasks -- mailings, event organizing, etc. -- we will delegate those down to the most cost-effective level in the organization. We know we will provide as much implementing value for the dollar as any other firm, and we will work within any budget cap you set. Obviously, we will discuss this further if you select us, but let me assure you I am certain that we would implement the program for the same cost as any major competitor.

We hope that our edge comes from our ideas; the experience and quality of our people; the fact that we have an office in New York, a key second theater for this campaign; that although Washington is presently awash with telecommunications issues, we happen to have absolutely no conflicts; and finally, we are ready to start work tomorrow morning.

Yours sincerely,

*Mark Malloch Brown*  
Mark Malloch Brown

Enclosure

cc: Lee T. Knauer, Esq.



## **PROFESSIONAL FEES**

Our standard hourly rates are:

Partner	\$350
President/Executive Vice President	\$275
Senior Vice President	\$200
Vice President	\$150
Senior Associate	\$100
Associate	\$80

**Robinson Lake Sawyer Miller**

Strategic Communications  
1501 M Street, Suite 600  
Washington, D.C. 20005  
202-739-0200

June 23, 1994

Ms. Marie-Monique Steckel  
President  
France Telecom Inc.  
1270 Avenue of the Americas  
New York, NY 10020

Mr. Donald J. Hassenbein  
Vice President  
Deutsche Telekom, Inc.  
666 Fifth Avenue, 34th Floor  
New York, NY 10103

Dear Ms. Steckel and Mr. Hassenbein:

Further to our conversation earlier this afternoon, I want to confirm to you that we are planning to keep our work for you within the \$30,000-\$40,000 range for the first two months. We expect after this initial period of intense activity that our billings in subsequent months will fall back to about 50% of this initial level. If at anytime it appears by the middle of the month that demands on us mean that there is a risk we will exceed these caps, we will be in touch with you to discuss how to manage the situation. Be assured I understand that we must work within agreed budget parameters and we will ensure that our billing level never comes as a surprise to you.

Let me say again how privileged we feel to work with you on this project.

Sincerely,

*Mark MB*

Mark Malloch Brown